

COLLEGE RADIO CORPORATION

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REYNOLDS CONTRACT RENEWED The R. J. Reynolds Company has renewed for another year its campaign on nineteen college radio stations represented by College Radio Corporation. One spot announcement daily, five days a week throughout the college broadcast year, has been ordered from each station for calendar 1955. Spots alternately promote Camel, Cavalier and Winston cigarettes, all products of the R. J. Reynolds firm. Stations included in this contract are: WAMU, American University; WHUS, University of Connecticut; WCHC, Holy Cross College; WGTB, Georgetown University; WORO, University of Maine; WMUC, University of Maryland; WMIT/WTRS, Massachusetts Institute of Technology; WRMU, University of Miami; WNDU, University of Notre Dame; KUVY, University of Oklahoma; WRUR, University of Rochester; WRSU, Rutgers University; KZSU, Stanford University; WRTC, Trinity College; KTCU, Texas Christian University; KSMU, Southern Methodist; KAGY, South Dakota State College; WVU, Vanderbilt University; KUGR, Washington State College.

WIDR, Western Michigan College in Kalamazoo, JOINS THE LUCKY STRIKE NEWSCAST PROGRAM SERIES January 10th, it has been announced by Eastern States Radio Corporation, producers of the program series. Addition of WIDR brings the number of stations participating in the Lucky Strike plan to seventy-six. In November, WUVT, Virginia Polytechnic Institute, rejoined the series after being off the air for about a year.

College Radio Corporation takes pleasure in announcing the appointment of Mr. Philip D. Knowles as Operations Manager, effective December 27th, 1954. Mr. Knowles, a graduate of Amherst College, was active with the Amherst College Radio Station, WAMF, in his undergraduate days. As Operations Manager, Mr. Knowles will assume the station-relations and associated administrative duties which have been the responsibility of Mr. Robert R. Vance, Jr. during the past two years. Mr. Vance has been named Sales Manager.

The RCA UNIVERSITY LIBRARY PROGRAM SERIES has been discontinued as of December 31st, 1954, principally due to increasing difficulties in securing suitable records. A new effort is being made to find a sponsor for a classical music program, so that some revised form of record service may continue to be made available to stations.

A new questionnaire related to the CAREER HOUR programs has been distributed to all stations currently carrying this program series. Please cooperate by filling this out and returning it to College Radio Corporation promptly. Space is provided on the questionnaire for stations' comments on this program series in general, and we look forward to a frank appraisal by all stations on the value of the series to date. The first year is definitely on a test basis, and participating stations may be assured of higher volume in 1955-6.

Satisfaction on the part of individual college placement offices is most essential to promotion of sales for next year for every CAREER HOUR station. Be sure your Placement Officer knows about the programs. Invite him to visit the station to find out first-hand what it's all about, and encourage him to provide you with general announcements about the activities and services of his office for inclusion (without charge) within the regular CAREER HOUR programs.

If your station does not have the CAREER HOUR programs this year - but is interested in the series for 1955-6 - be sure your placement office knows about your station, and about the CAREER HOUR program and what it is. In a convention of College Placement Officers last fall, a surprising number were uncertain whether their school had a campus radio station. Promote yourself! Invite the Placement Officer down to see your studios, and to talk about how the CAREER HOUR programs make it possible for American business firms to advise college seniors of particular job opportunities. Remind the Placement Officer that the program series is designed to supplement the job done by his office. If you want further detailed information about any aspect of the program, write to College Radio Corporation.

PROMPT RETURN OF MONTHLY AFFIDAVITS IS AN ABSOLUTE MUST for every station desiring to continue carrying national advertising. Some stations are slipping in this important responsibility. Sponsors insist on prompt reporting of broadcasts done, and stations who are late in returning affidavits make it harder on all other stations in a given contract by jeopardizing sponsor satisfaction and actually making renewal more difficult. Because a few stations are repeatedly failing to cooperate with prompt return of affidavits, we are trying a new system we hope will operate equitably for all stations and accomplish greater efficiency. On or about the 1st of each month, College Radio Corporation will mail affidavit forms for the previous calendar month to all stations. If the completed affidavit is not received by us by the 10th, we will mail a reminder to each delinquent station. If the report is not received by us by the 20th, we will telephone or telegraph tardy stations, but will deduct costs of such communications from the particular station's remittance.

We can't overemphasize how seriously sponsors view late affidavits and how difficult it is for us to keep advertisers happy with their college radio campaigns when their reports are not in on time. Please do your part - submit affidavits promptly. It takes just a few minutes of your time, and it may make the difference between getting a renewal and losing the account!